



## **Tektronix Communications Announces Acquisition of Arantech**

### ***Leading Customer Experience Management Solutions Strengthen Network Intelligence Solutions Portfolio***

Richardson, Texas, April 7, 2009 –Tektronix Communications, a leading worldwide provider of Communications Test and Network Intelligence Solutions, today announced that it has acquired Arantech, the leading provider of Customer Experience Management (CEM) solutions for wireless communications providers. The terms of the acquisition are not being disclosed.

Mobile carriers today are seeing a rapid increase in the use of smart phones, which is driving increased use of wireless data services. In order to identify new revenue opportunities and to more efficiently resolve service problems, carriers desire a more complete view of the user experience. Arantech is a leading supplier of CEM solutions that manage the customer experience gap – the difference between what traditional network management systems see and what customers actually experience.

“Addressing the customer experience gap is a critical component of the Arantech strategy and managing this gap is a top priority for carriers,” said Rich McBee, President, Tektronix Communications. “Together, the two companies will offer the most innovative, scalable customer experience management and monitoring solutions available today. By managing and optimizing the network from the customer perspective, carriers will be able to proactively build enhanced loyalty, strengthen their brand and increase revenue.”

Tektronix Communications has significant presence in the global wireless market with a worldwide support infrastructure and a strong financial position to enable continued growth for Arantech. In addition, Arantech further strengthens Tektronix Communications’ Network Intelligence solution set by broadening the suite of applications offered to wireless operators around the world.

Arantech will continue to operate as an Arantech branded, stand-alone line of business within the Tektronix Communications’ Network Intelligence Solutions portfolio. Their solutions will remain equipment-vendor independent and will continue to work with any vendors’ installed probes, including those from Tektronix Communications. In addition, Arantech will retain its own dedicated sales and services organization, R&D, marketing and product development.

#### **About Tektronix Communications**

Tektronix Communications provides network operators and equipment manufacturers around the world an unparalleled suite of network diagnostics and management solutions for fixed, mobile, IP and converged multi-service networks. This comprehensive set of solutions support a range of architectures and applications such as LTE, fixed mobile convergence, IMS, broadband wireless access, WiMAX, VoIP and triple play, including IPTV. Tektronix Communications is headquartered in Richardson, Texas. Learn more about the company’s test, measurement and network monitoring solutions by visiting [www.tektronixcommunications.com](http://www.tektronixcommunications.com)

#### **About Arantech**

Headquartered in Dublin, Ireland, Arantech supplies its touchpoint and Customer World solutions and a range of CEM consultancy services to help its customers derive maximum benefit from their existing network, customer and service management systems.

Arantech's CEM solutions provide mobile operators with a unique customer Insight, a rich experience discovery and enable them to take proactive Management action on real time experience events. All our products deliver a rapid and strong ROI by identifying customer-centric issues ('the experience gap') in real time and enable behavioural segmentation of their customer base which today is not possible through existing Operational and Business Support Systems (B/OSS). More information can be found at [www.arantech.com](http://www.arantech.com)

Arantech has 33 customers including mobile operators from four out of the six largest mobile operator groups in the world, serving in excess of 300 million mobile subscribers.

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